

**WHAT IS CLAIMED IS:**

1. A content management system comprising:  
a database including a plurality of records, at least one record of the plurality of records including a plurality of fields storing a plurality of grammatical syntax elements associated with a content subject, each of the plurality of grammatical syntax elements having a rhetorical structure to facilitate selective assembly into at least one sentence;  
an audience profile stored in a memory, the audience profile including a plurality of audience factors related to desired presentation of the content subject;  
and  
a server responsive to the database, the server configured to selectively retrieve at least one grammatical syntax element of the plurality of grammatical syntax elements and to provide a data file including at least one grammatical syntax element, at least a portion of the data file constructed based upon the audience profile.
2. The content management system of claim 1, further comprising a content application, the content application configured to receive the data file including at least one grammatical syntax element and configured to provide content including at least one sentence derived from at least one grammatical syntax element.
3. The content management system of claim 2, wherein the content is included in a web page and the rhetorical structure is to fulfill a particular rhetorical/communication purpose, and wherein the content is displayed in a first context when a first audience profile is selected and is displayed in a second context when a second audience profile is selected.
4. The content management system of claim 2, wherein the content is included in a proposal.

5. The content management system of claim 2, wherein the content is included in an electronic brochure.

6. The content management system of claim 2, wherein the content includes a plurality of sentences derived from the at least one grammatical syntax element.

7. The content management system of claim 1, wherein the grammatical syntax element is a product class.

8. The content management system of claim 1, wherein the grammatical syntax element is a product description including a verb having a specified verb tense.

9. The content management system of claim 1, wherein the grammatical syntax element is a phrase associated with a specified verb and article.

10. The content management system of claim 1, wherein the at least one record of the plurality of records comprises a field stores a sentence.

11. The content management system of claim 10, wherein the at least one sentence includes a comparison statement relating to a product associated with the content subject and includes content selected for display based on the audience profile.

12. A method of content management comprising:

receiving a user input entered in a plurality of grammatical structured text entry elements associated with a content subject, each of the plurality of grammatical structured text entry elements having a rhetorical structure to facilitate selective assembly into at least one sentence;

storing the plurality of grammatical structured text entry elements in a data record associated with the content subject, the text entry elements configured in accordance with a structure based upon an audience profile;

converting at least a portion of the data record into a structured format file supporting rhetorical elements, the structured format file including at least

one grammatical structured text entry element of the plurality of grammatical structured text entry elements; and rendering an electronically displayable document using the structured format file, the electronically displayable document including the at least one grammatical structured text entry element integrated into at least one sentence, the displayable document assembled in response to the audience profile.

13. The method of claim 12, wherein the structure format file includes XML coding.

14. The method of claim 12, wherein the structured format file includes data record set coding.

15. The method of claim 12, wherein the electronically displayable document is a web page including content customized based on the audience profile.

16. The method of claim 12, wherein the electronically displayable document is a proposal including content customized based on the audience profile

17. The method of claim 12, wherein the electronically displayable document is an electronic brochure including content customized based on the audience profile

18. The method of claim 12, wherein the audience profile includes a language factor and a level of technical content factor.

19. The method of claim 12, wherein the grammatical structured text entry element is a phrase associated with a specified verb and article.

20. The method of claim 12, wherein the electronically displayable document is a PDF file including content customized based on the audience profile.

21. An automated method of generating a proposal, the method comprising:  
retrieving a first rhetorical element of a plurality of rhetorical elements available  
for retrieval from computer storage;  
retrieving a second rhetorical element from the plurality of rhetorical elements;  
constructing at least one sentence by combining the first rhetorical element and  
the second rhetorical element; and  
automatically generating a proposal including at least one sentence, the proposal  
modified based on an audience profile.

22. The method of claim 21, wherein at least one of the plurality of rhetorical elements is associated with a product description.

23. The method of claim 21, wherein the first rhetorical element is associated with a classical definition.

24. The method of claim 23, wherein the classical definition includes a product name, a product class, and a product differentiator.

25. The method of claim 24, wherein the second rhetorical element identifies product functionality.

26. The method of claim 21, further comprising retrieving a third rhetorical element from the plurality of rhetorical elements, the third rhetorical element including a product feature.

27. The method of claim 21, wherein the first rhetorical element is displayed using a first degree of technical content, the first degree of technical content based on the audience profile.

28. The method of claim 27, wherein the first rhetorical element is displayed using a second degree of technical content, the second degree being greater in technical specificity than the first degree of technical content.